

**Testimony of
Robert S. LaBrant
Senior Vice President and General Counsel
Michigan Chamber of Commerce
on SB 285
Before the
Senate Campaign and Election Oversight Committee
on February 28, 2007**

Madame Chair and members of the Committee:

New media and new technology makes political communication a constantly changing arena.

The Michigan Campaign Finance Act in Section 47 requires the identification of who has paid for printed materials relating to a candidate or a ballot question. Section 47 also requires the identification of who has paid for radio and television advertising relating to a candidate or a ballot question.

SB 285 amends Section 47 to add two new communication vehicles to the identification and disclaimer requirements: Satellite and Website Communication.

In 2002 Congress enacted the McCain-Feingold Act amending the Federal Election Campaign Act. That legislation required federal candidates to appear in their own radio or TV ads and state: "I am _____ and I approved this message."
(Name of Candidate)

This "stand by your ad" requirement is incorporated into Section 47 by SB 285.

As new media and new technology emerges, Michigan's Campaign Finance Act needs to keep pace and incorporate those changes into the Act.